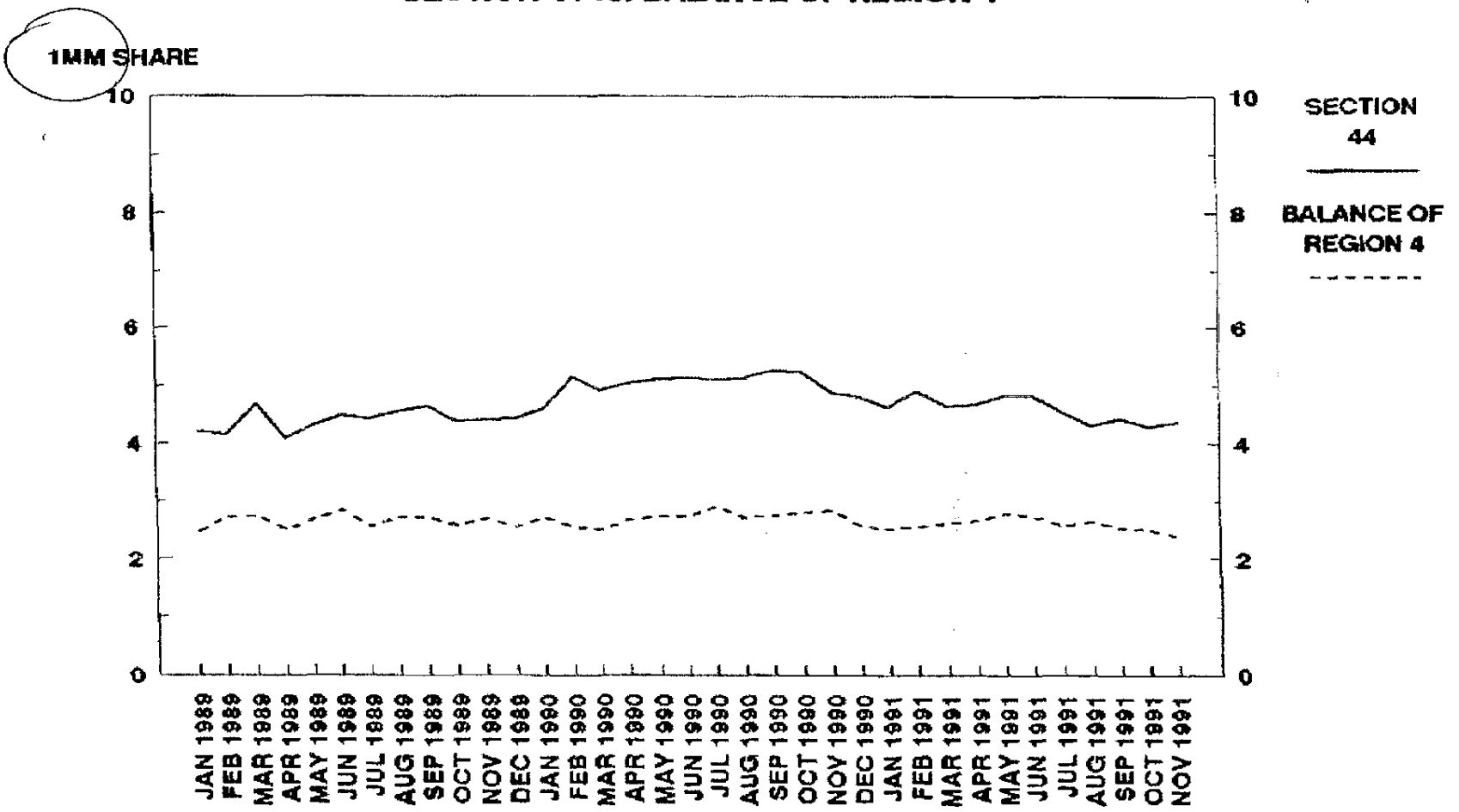
TOTAL MARLBORO RED BOX

1MM SHARE

SECTION 44 vs. BALANCE OF REGION 4



SOURCE: NEW NIELSEN

2BOXBALR4.CHT

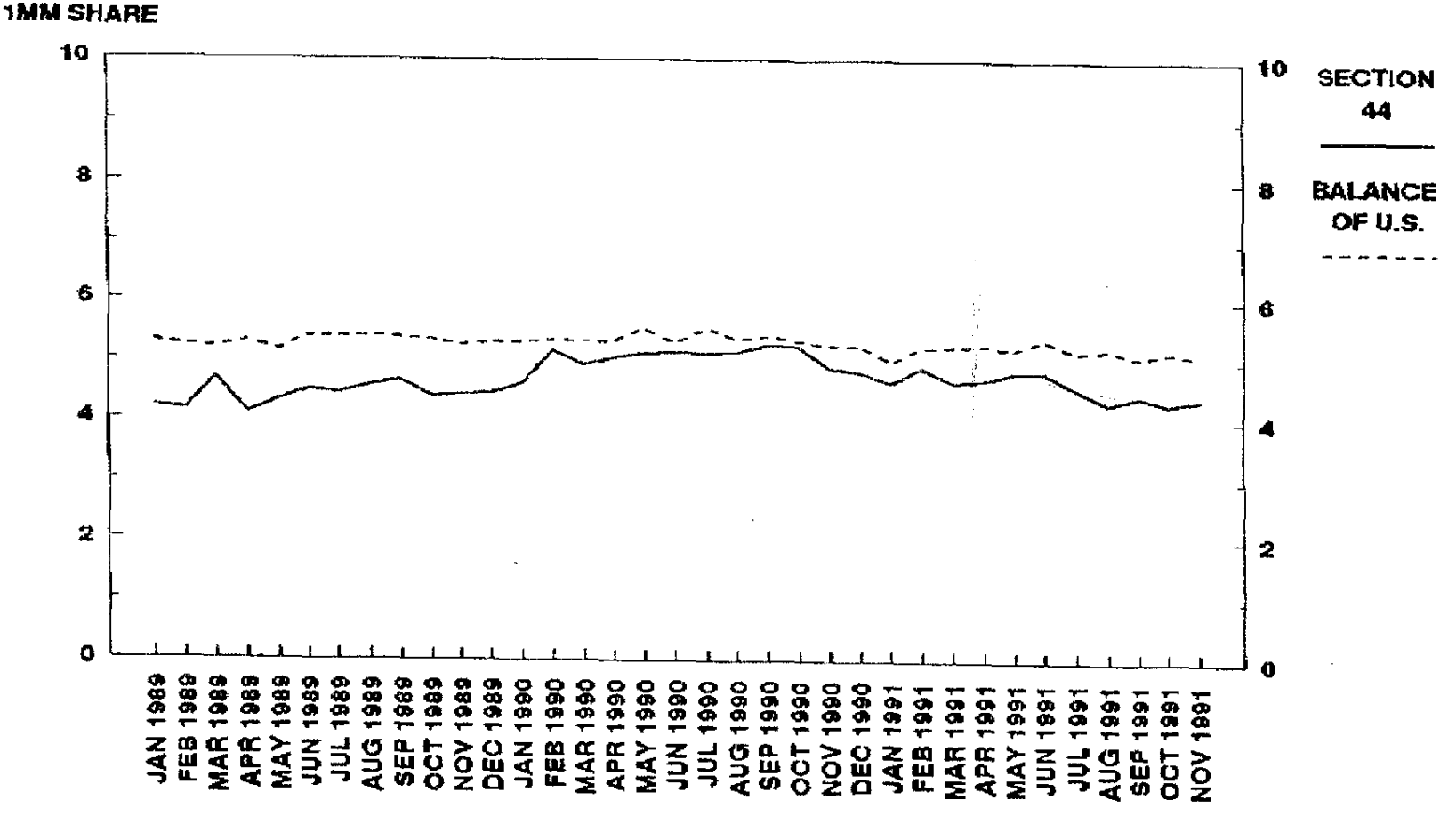
2041420223

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED BOX

1MM SHARE

SECTION 44 vs. BALANCE OF U.S.



SOURCE: NEW NIELSEN

4BOXBALUS.CHT

20414202224

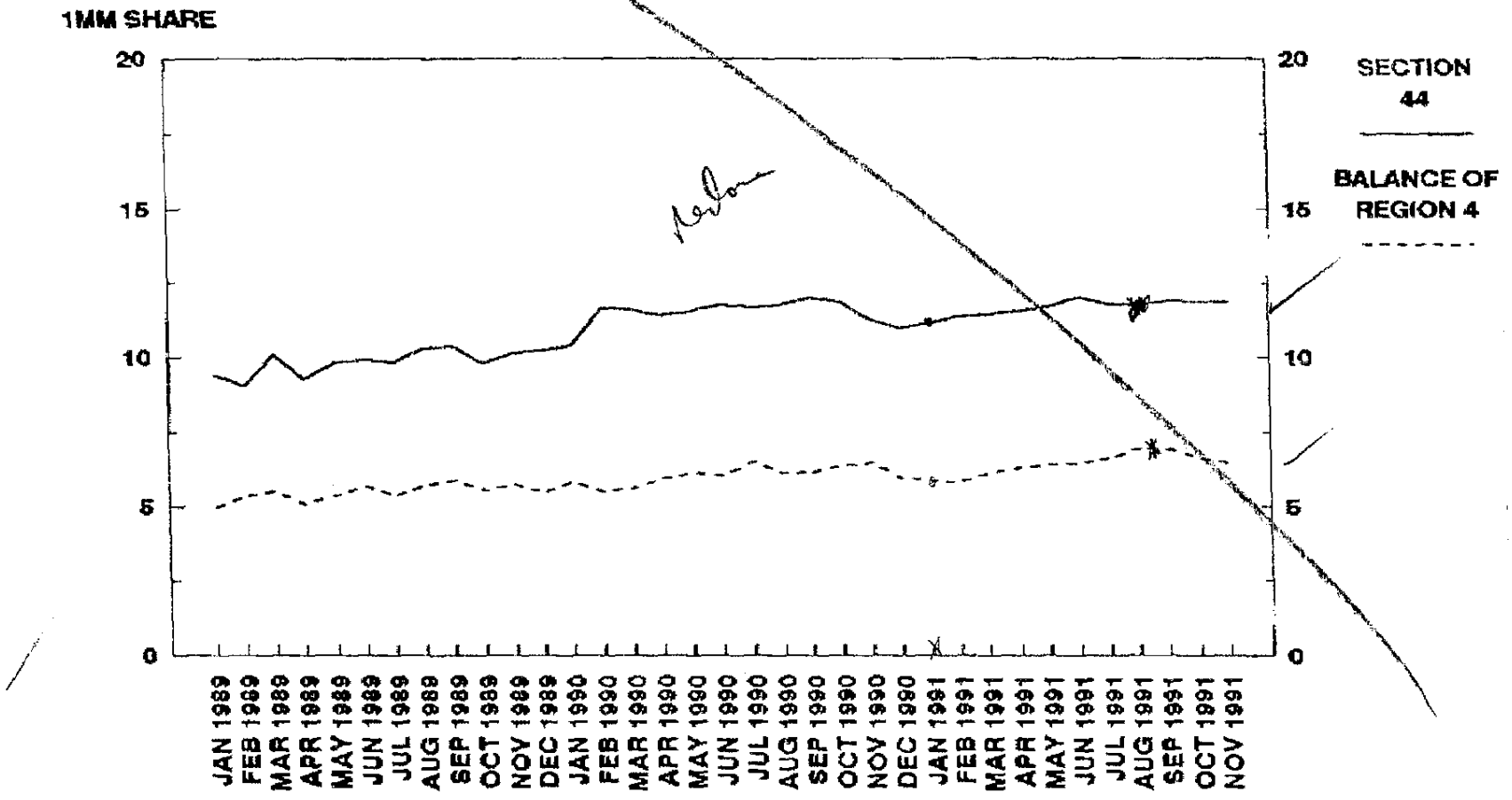
Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

Greg Smith Peter Taylor Salmon

TOTAL MARLBORO RED BOX

1MM SHARE

SECTION 44 vs. BALANCE OF REGION 4



SOURCE: NEW NIELSEN

2BOXBALR4.CHT

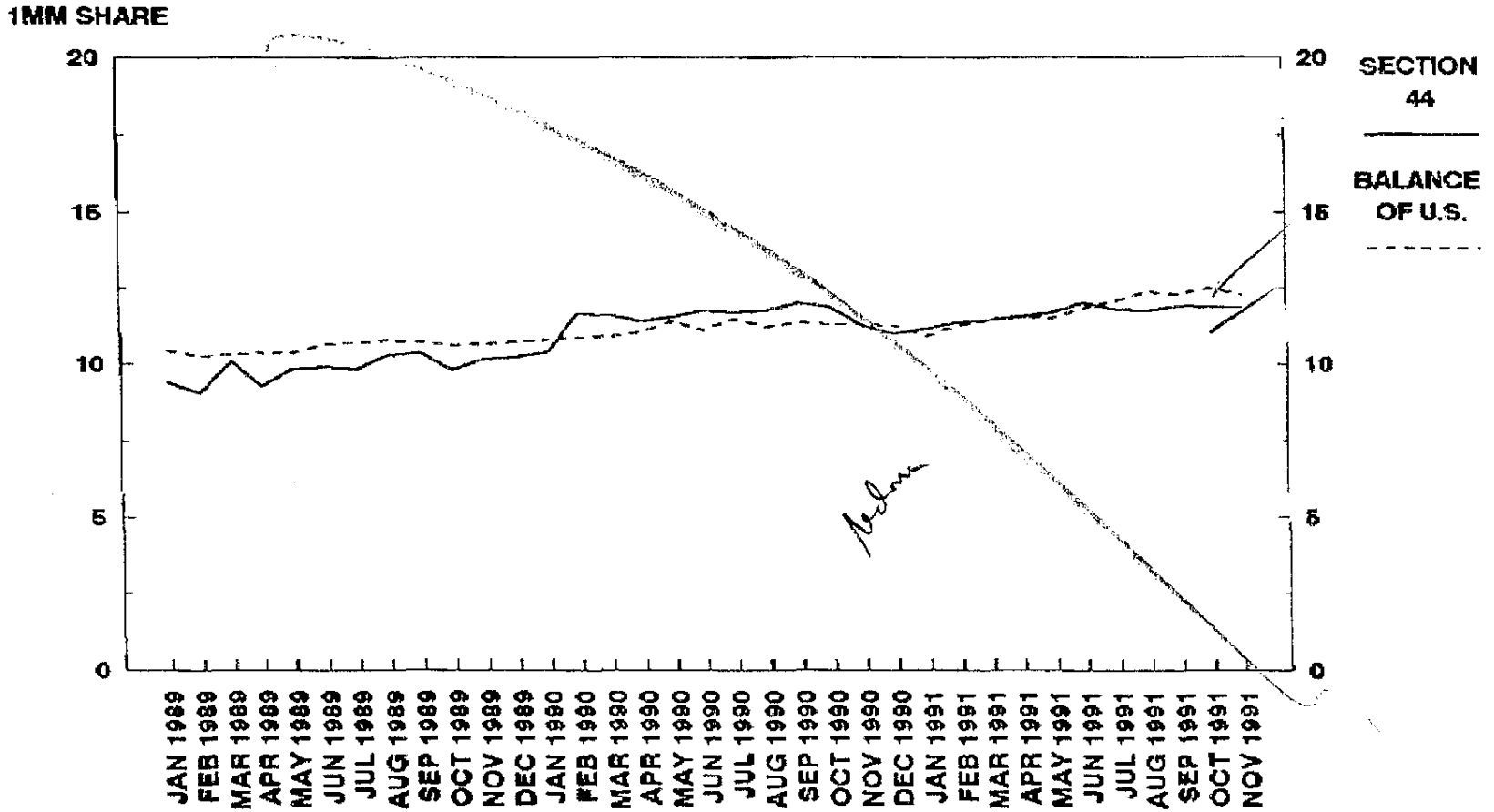
2041420225

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED BOX

1MM SHARE

SECTION 44 vs. BALANCE OF U.S.



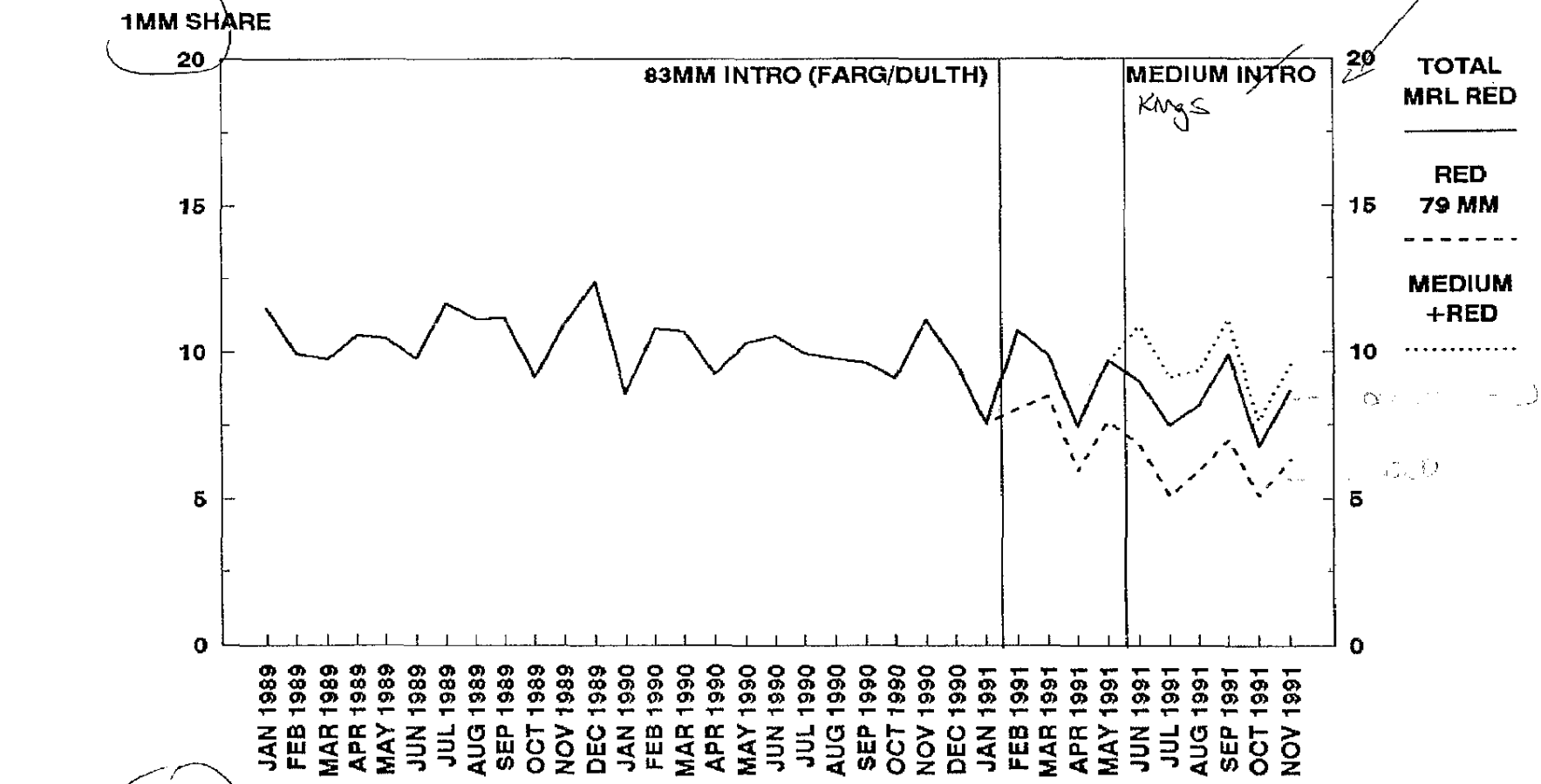
SOURCE: NEW NIELSEN

2BOXBALUS.CHT

2041420226

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
FARGO

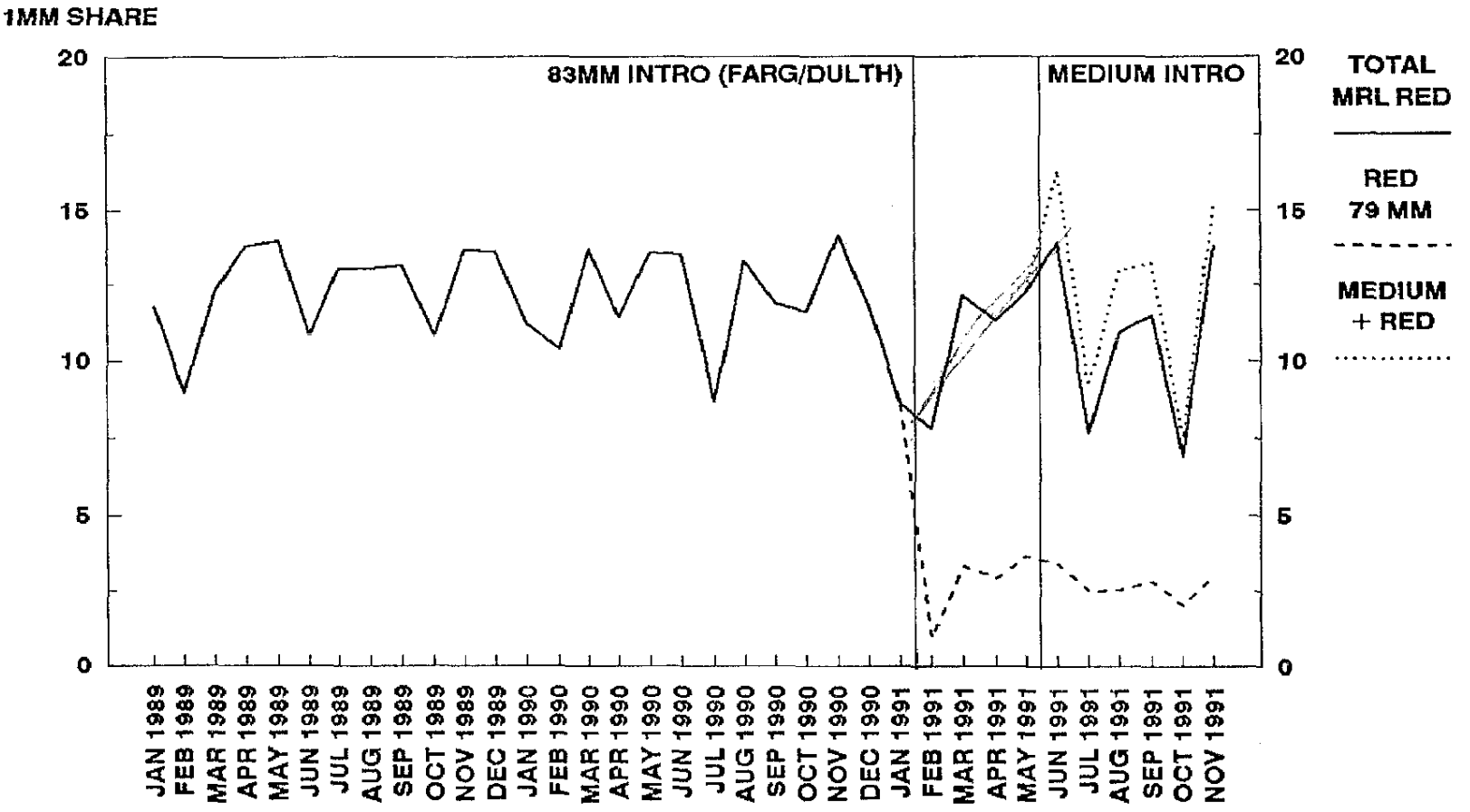


SOURCE: DMA SHIPMENT DATA

2FARG.CHT

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
DULUTH



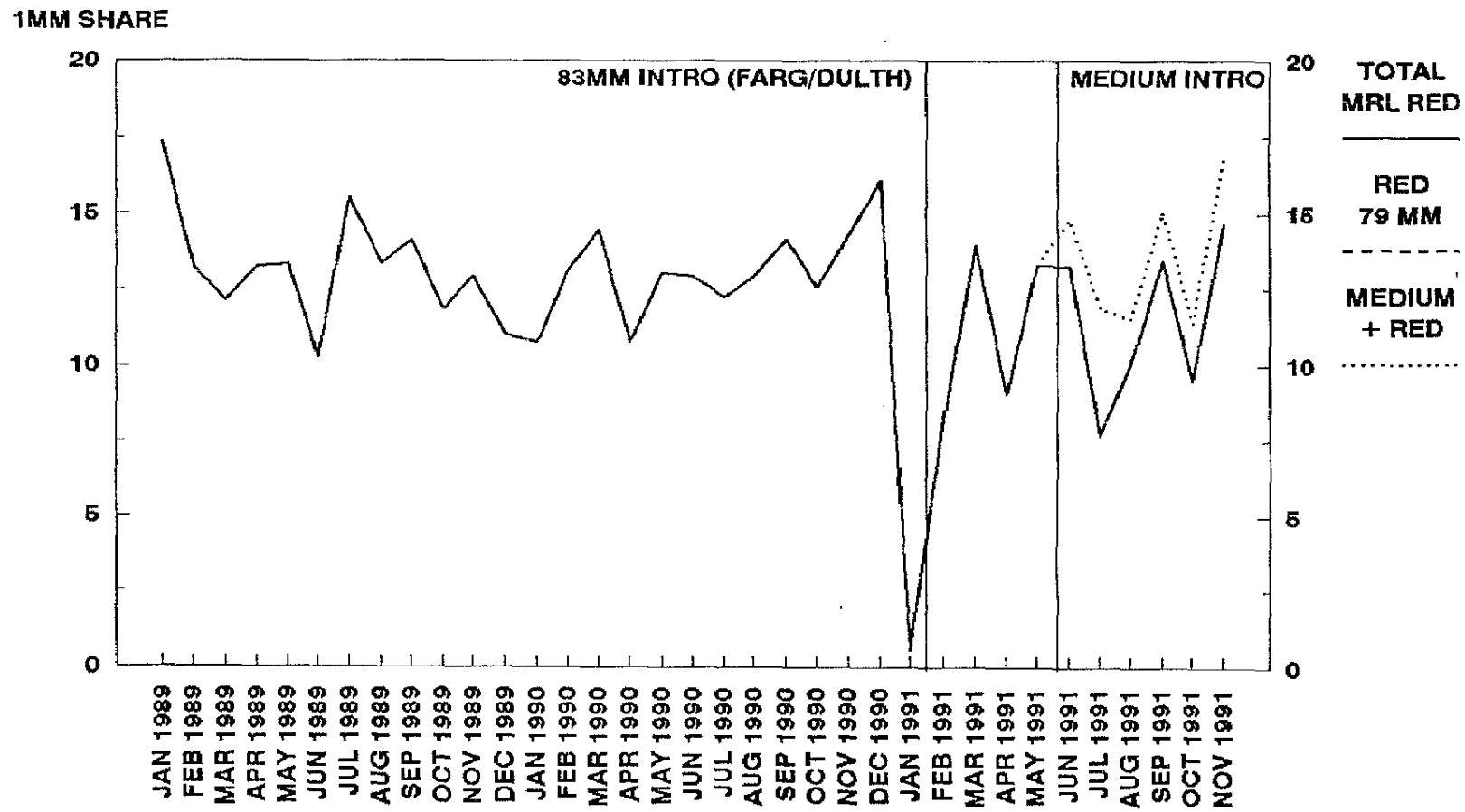
SOURCE: DMA SHIPMENT DATA

2DULU.CHT

20414202228

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
ROCKFORD



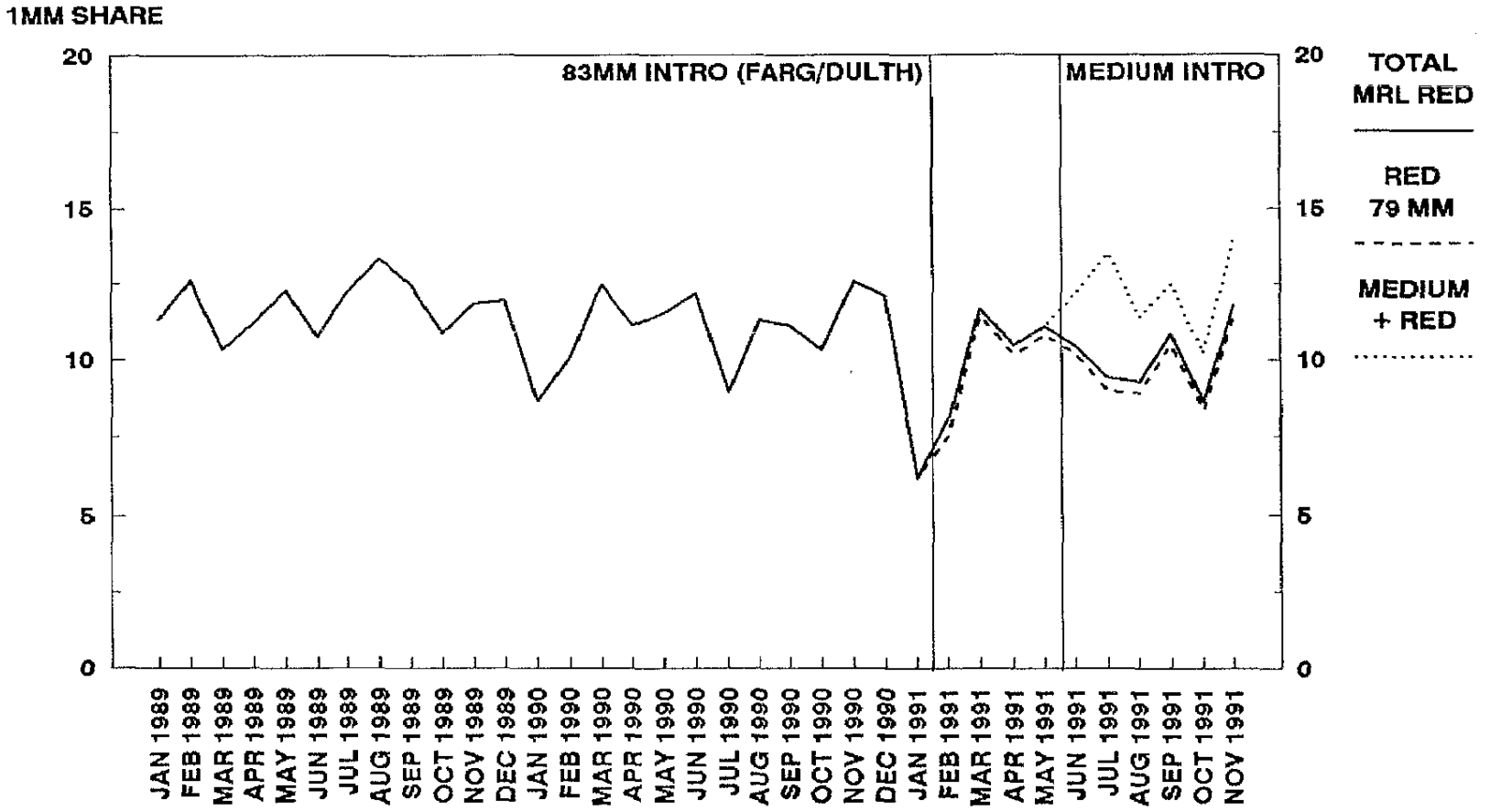
SOURCE: DMA SHIPMENT DATA

2ROCK.CHT

2041420229

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
MINNEAPOLIS - ST. PAUL



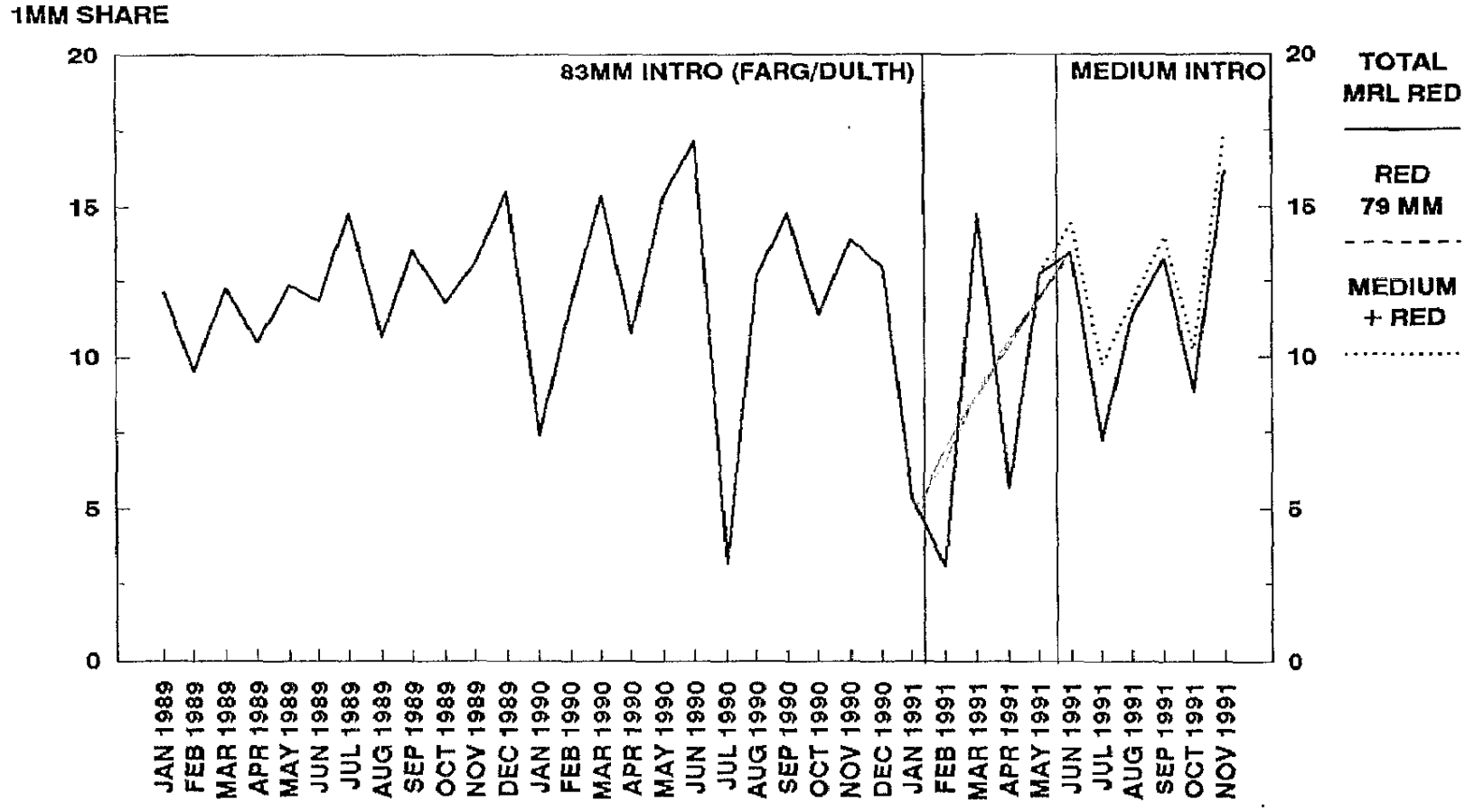
SOURCE: DMA SHIPMENT DATA

2MINN.CHT

2041420230

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
RAPID CITY



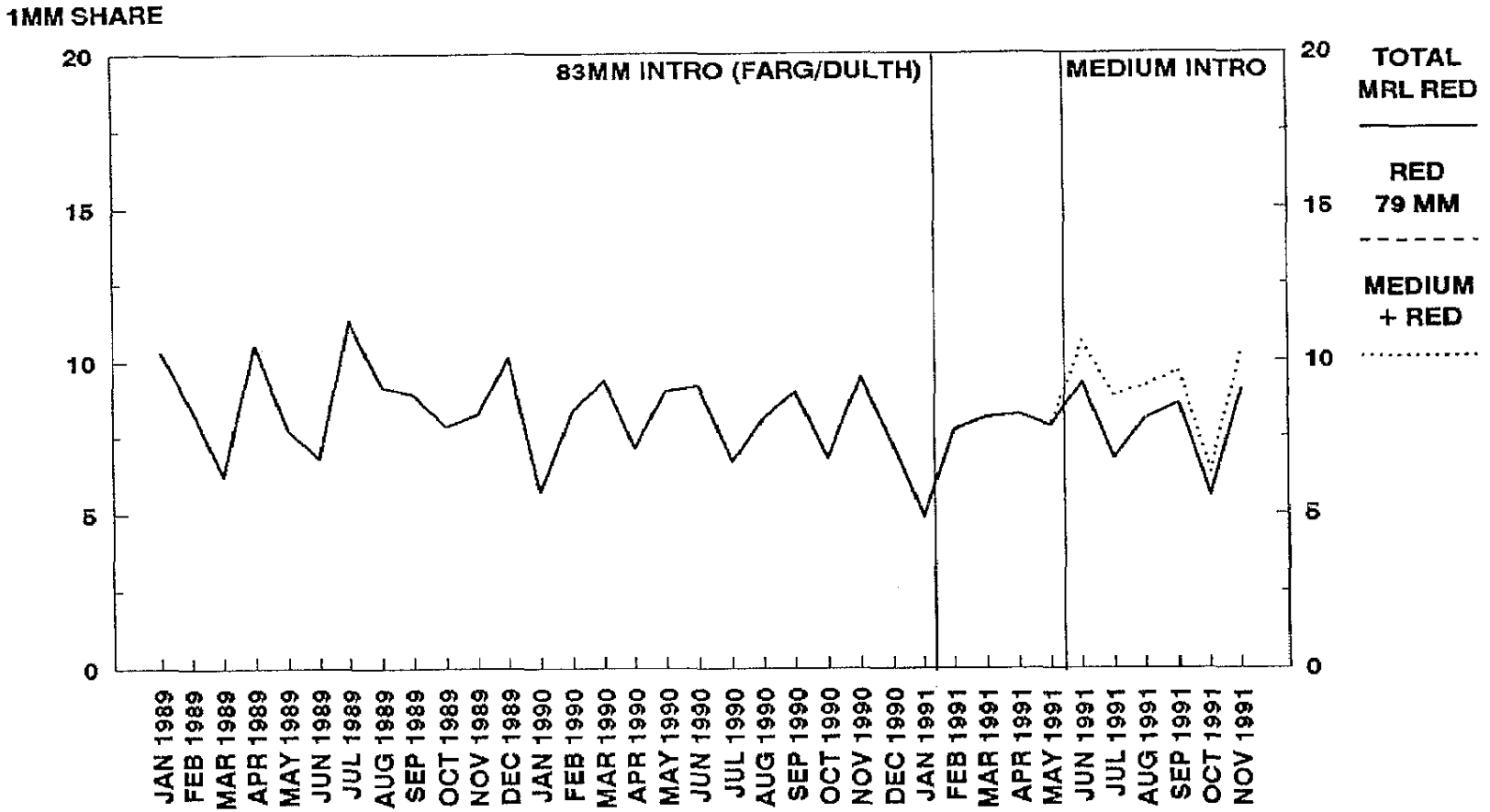
SOURCE: DMA SHIPMENT DATA

RAPID.CHT

2041420231

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
MILWAUKEE



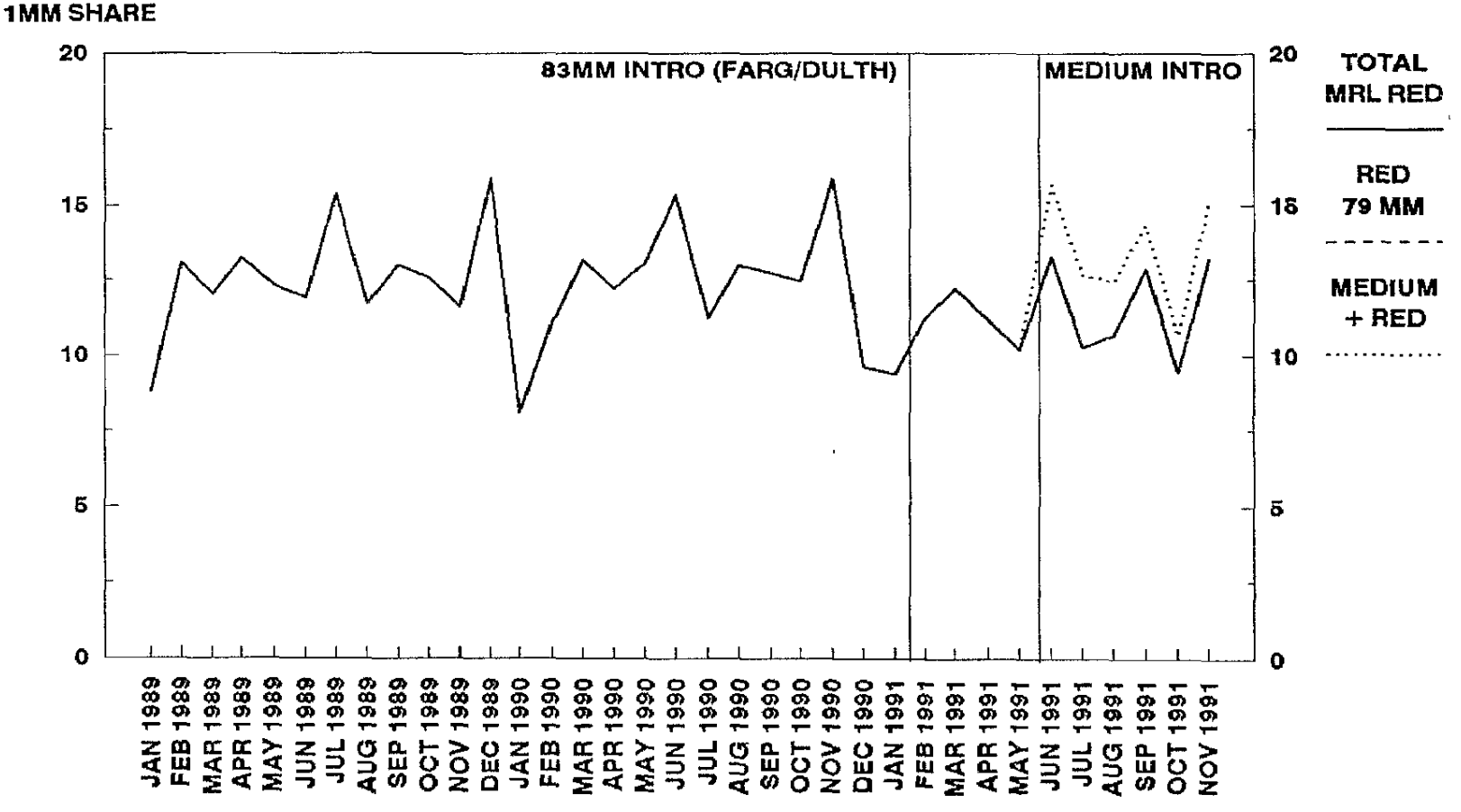
SOURCE: DMA SHIPMENT DATA

MILW.CHT

2041420232

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
SIOUX FALLS



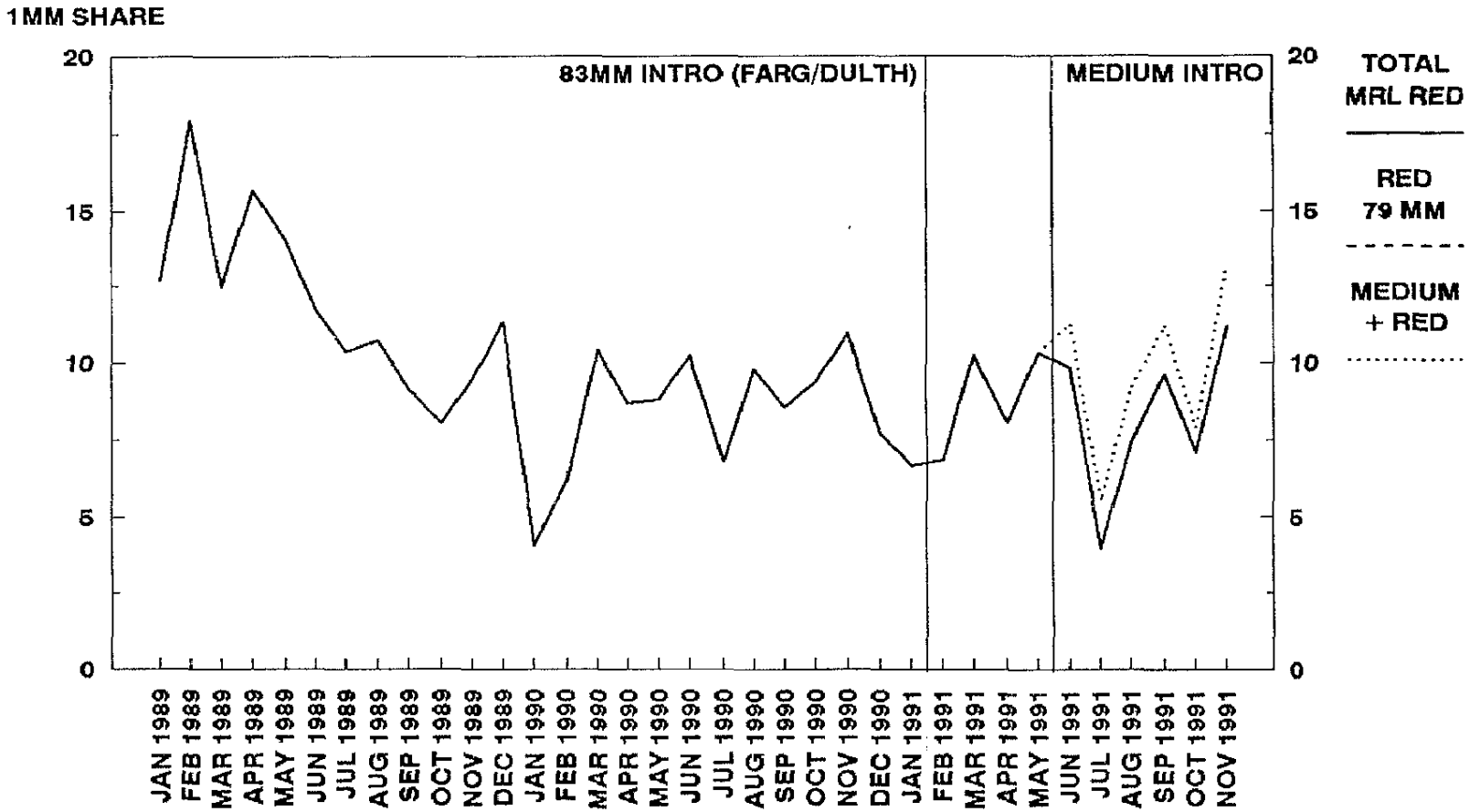
SOURCE: DMA SHIPMENT DATA

2SIOUX.CHT

2041420233

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
MADISON



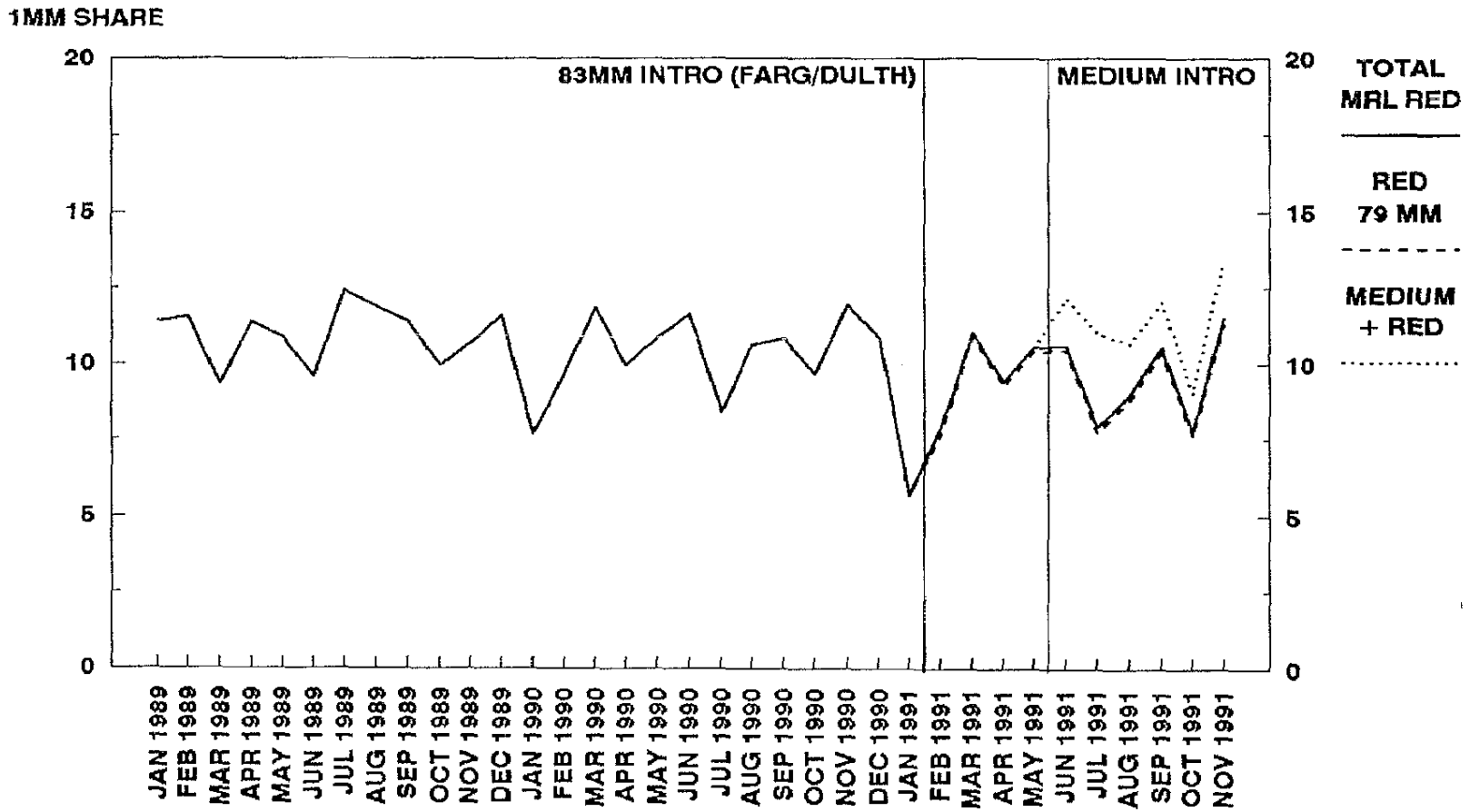
SOURCE: DMA SHIPMENT DATA

2MADI.CHT

20414202334

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED
1MM SHARE
SECTION 43/44 DMA'S



SOURCE: NEW NIELSEN

2S4344.CHT

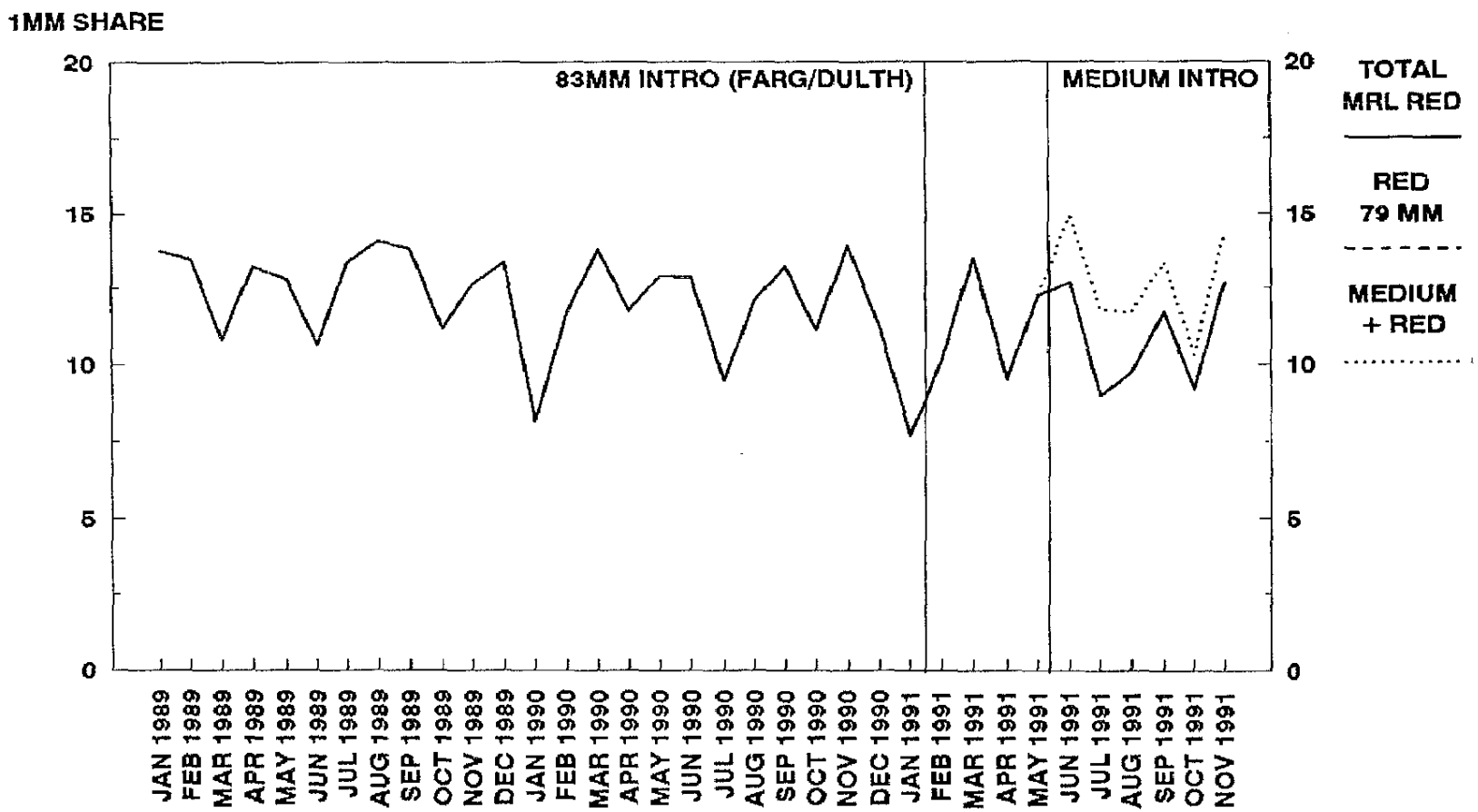
2041420235

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

TOTAL MARLBORO RED

1MM SHARE

BALANCE OF U.S.



SOURCE: NEW NIELSEN

2BALANCE.CHT

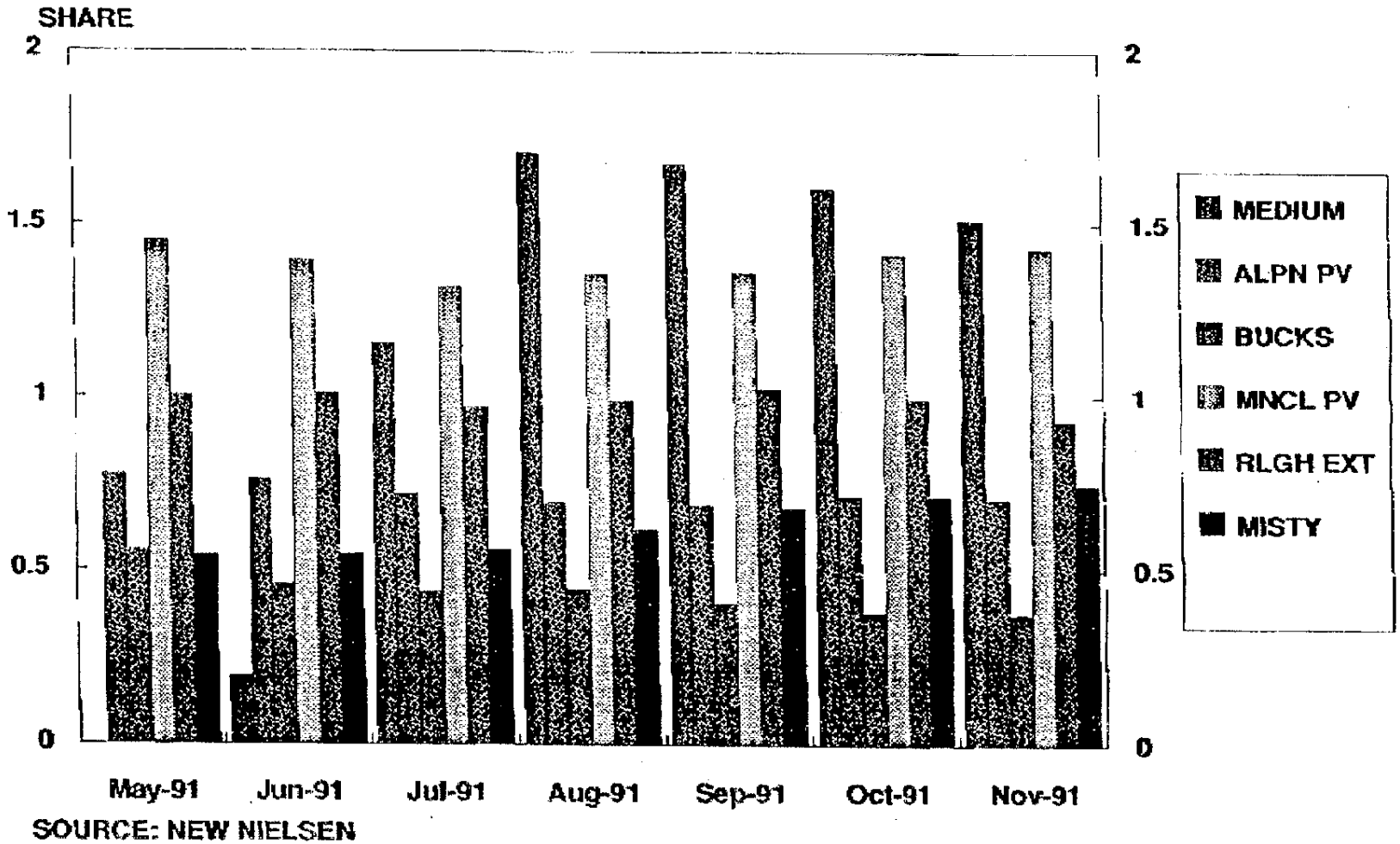
2041420236

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

1/92

MEDIUM vs. OTHER PV NATIONAL INTROS

1MM SHARE OF INDUSTRY
TOTAL U.S.



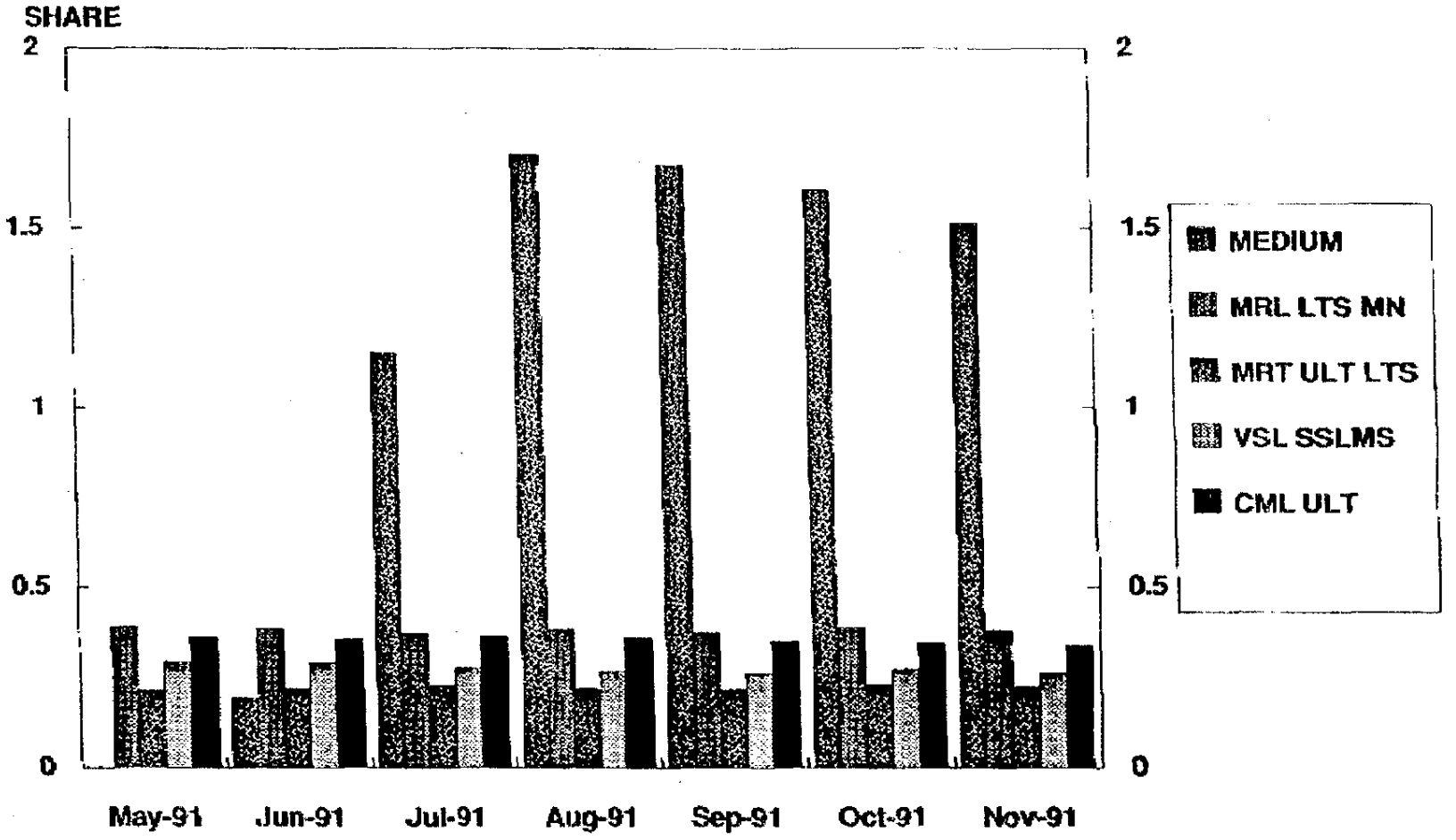
SOURCE: NEW NIELSEN

1MMOSHARE.CHT

20414202237

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER FM NATIONAL INTROS
1MM SHARE OF INDUSTRY
TOTAL U.S.



SOURCE: NEW NIELSEN

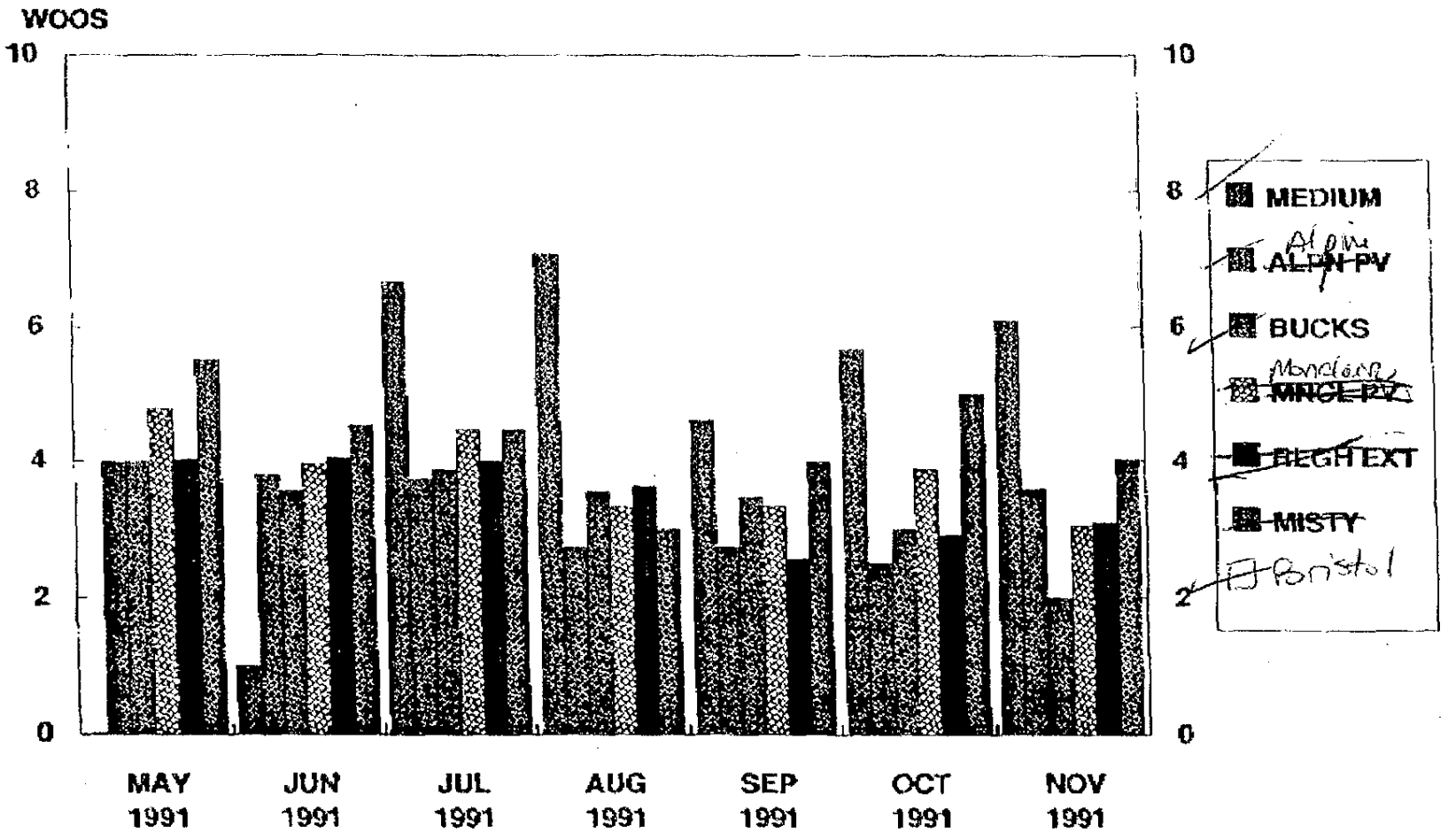
2041420238

1MMSHARE.CHT

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER PV NATIONAL INTROS

WEIGHTED OUT-OF-STOCK
TOTAL U.S.



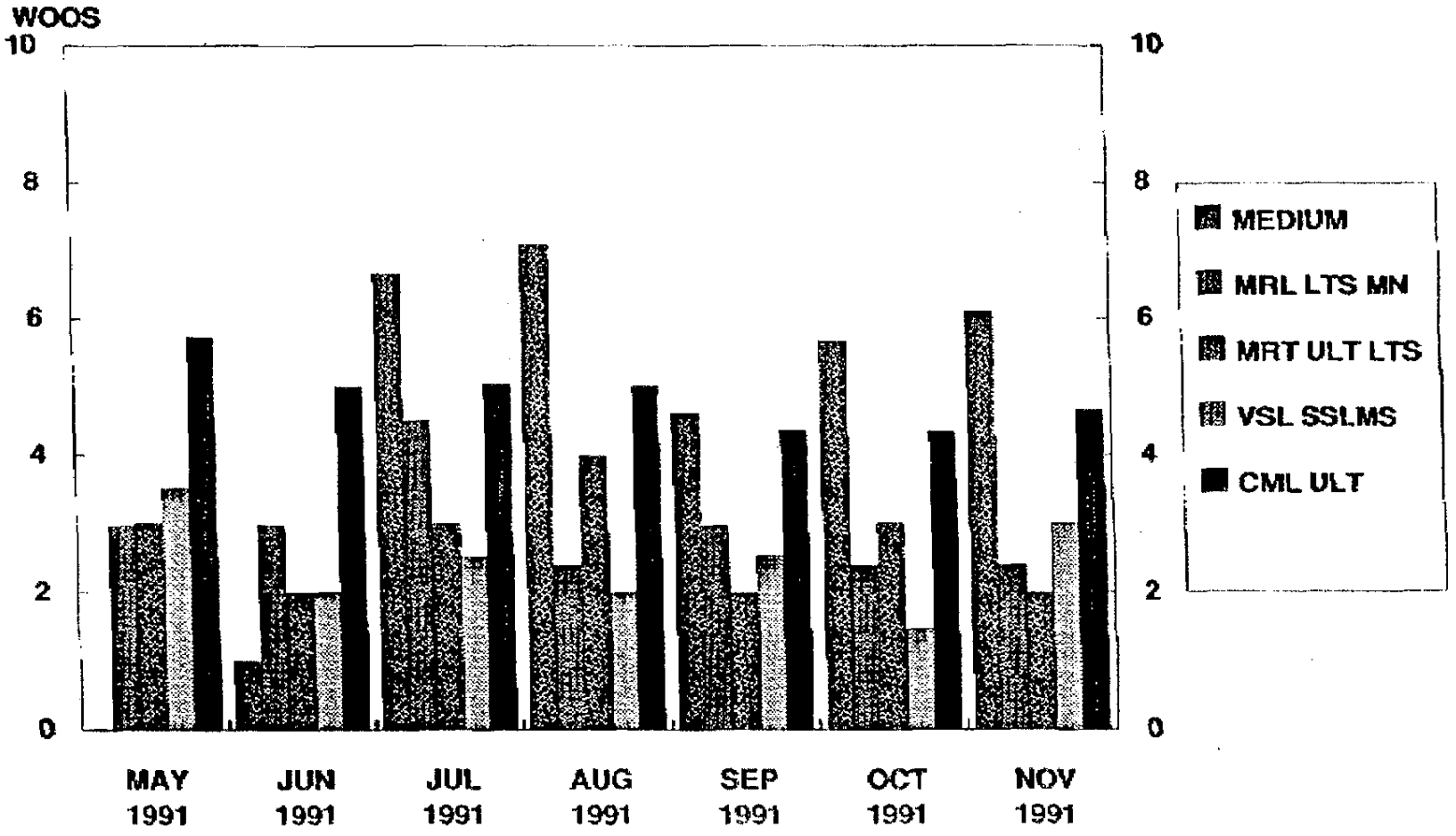
SOURCE: NEW NIELSEN

1MMWOOSO.CHT

2041420239

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER FM NATIONAL INTROS
1MM WGHTED OUT-OF-STOCK
TOTAL U.S.



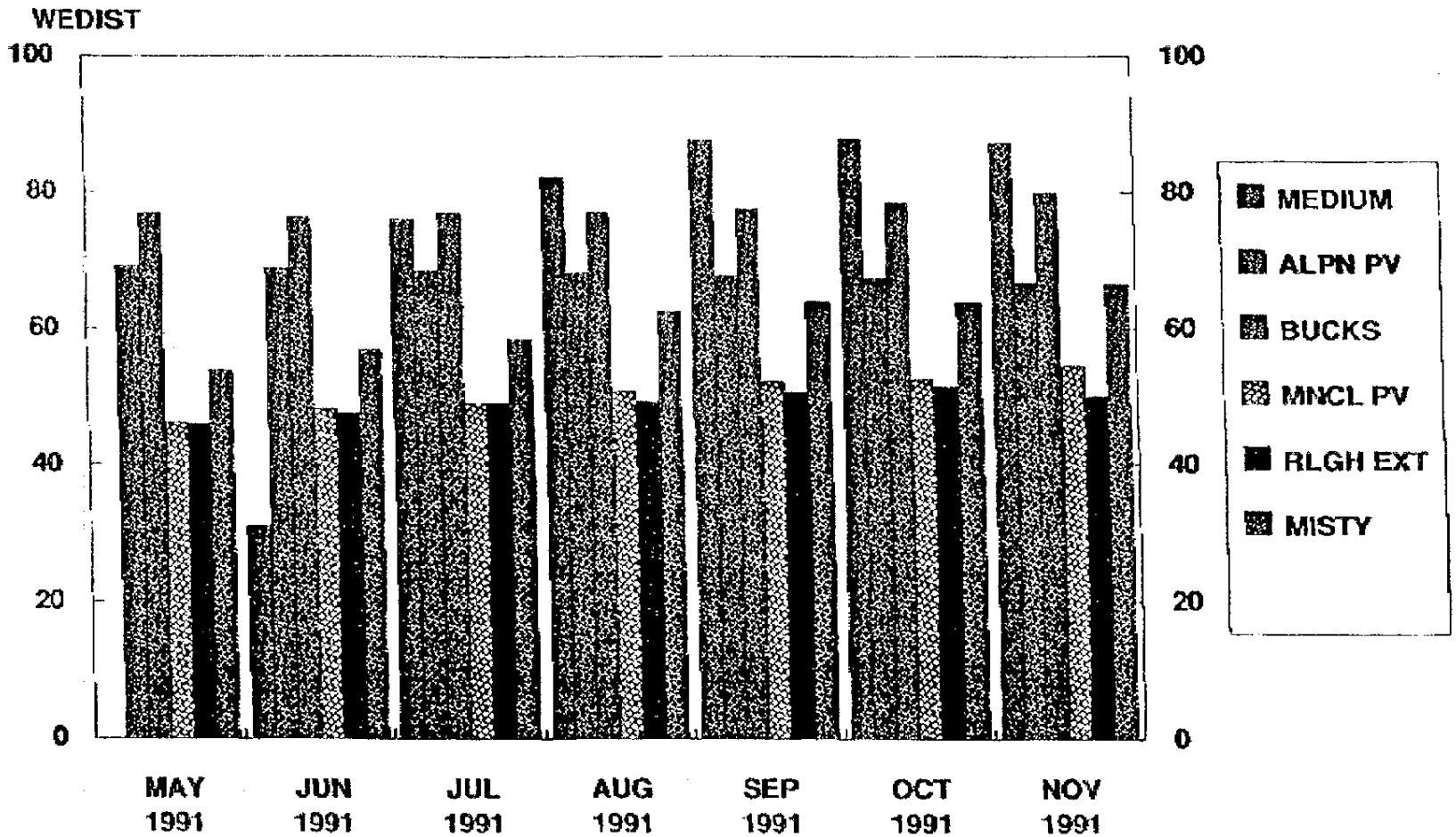
SOURCE: NEW NIELSEN

1MMWOOS.CHT

20414202240

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER PV NATIONAL INTROS
WEIGHTED EFFECTIVE DISTRIBUTION
TOTAL U.S.



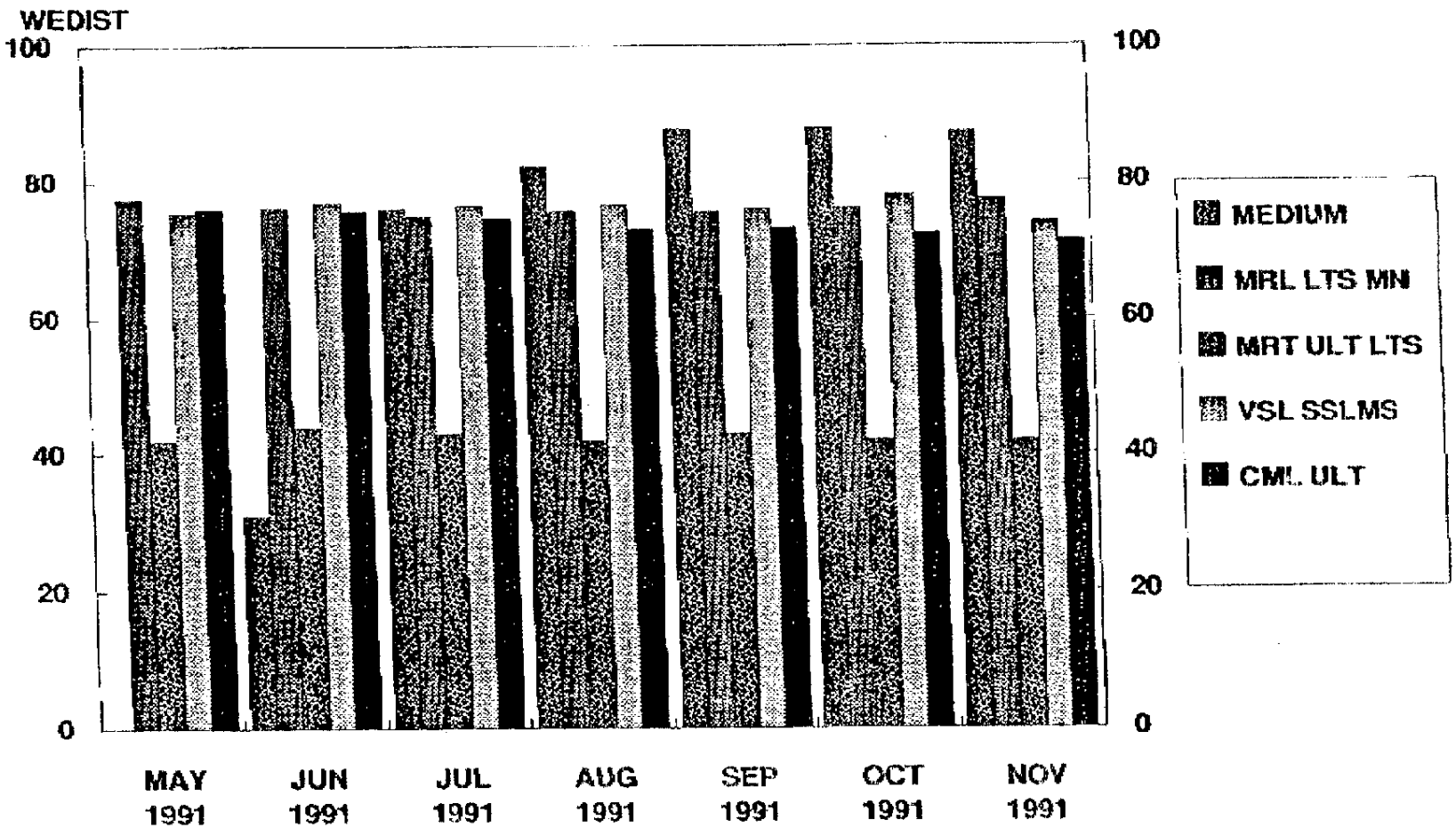
SOURCE: NEW NIELSEN

20414202241

1MMWEDISTO.CHT

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER FM NATIONAL INTROS
1MM WGHTED EFFECTIVE DISTRIBUTION
TOTAL U.S.



SOURCE: NEW NIELSEN

20414202242

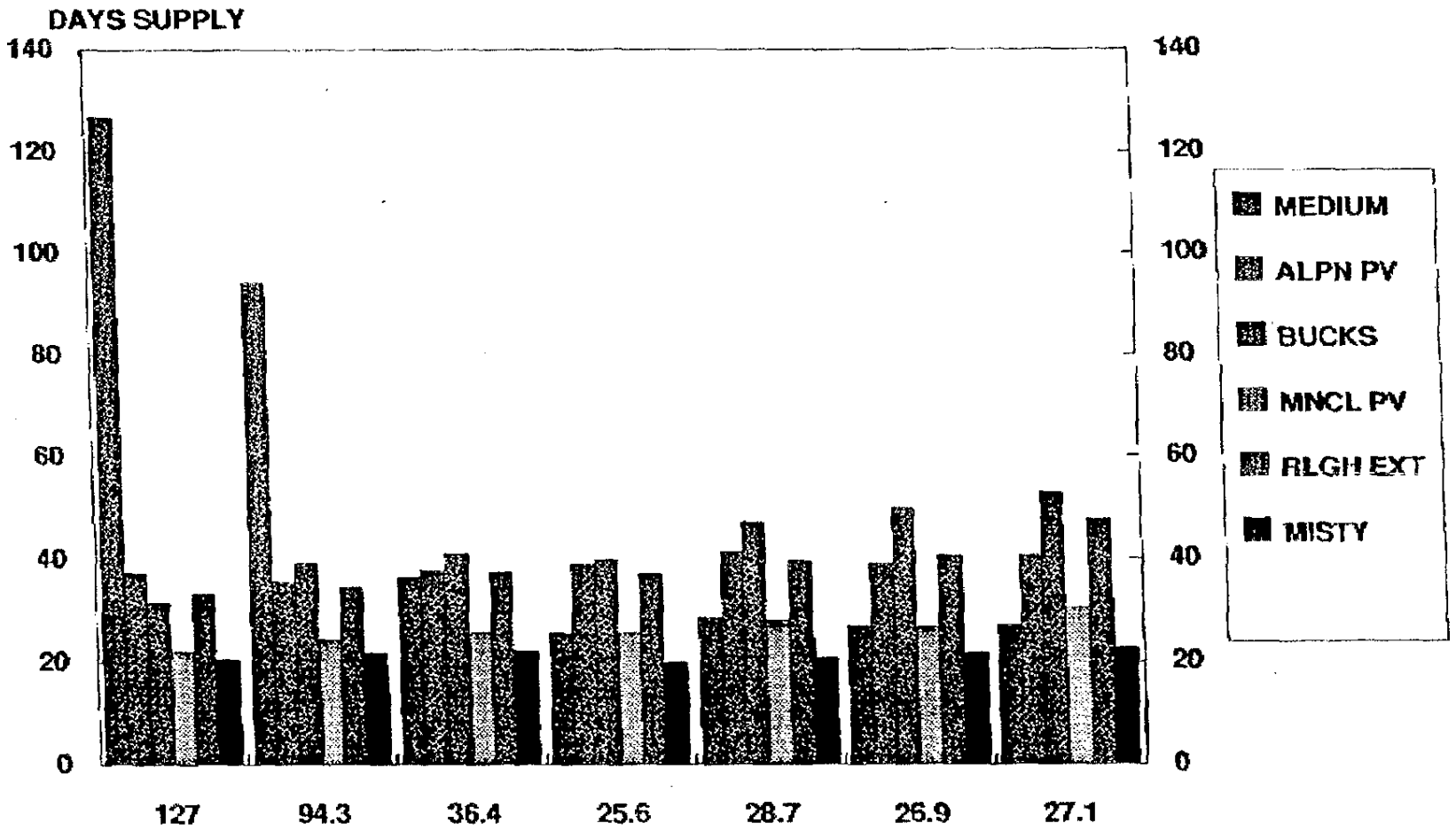
1MMWEDIST.CHT

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER PV NATIONAL INTROS

1MM DAYS SUPPLY

TOTAL U.S.



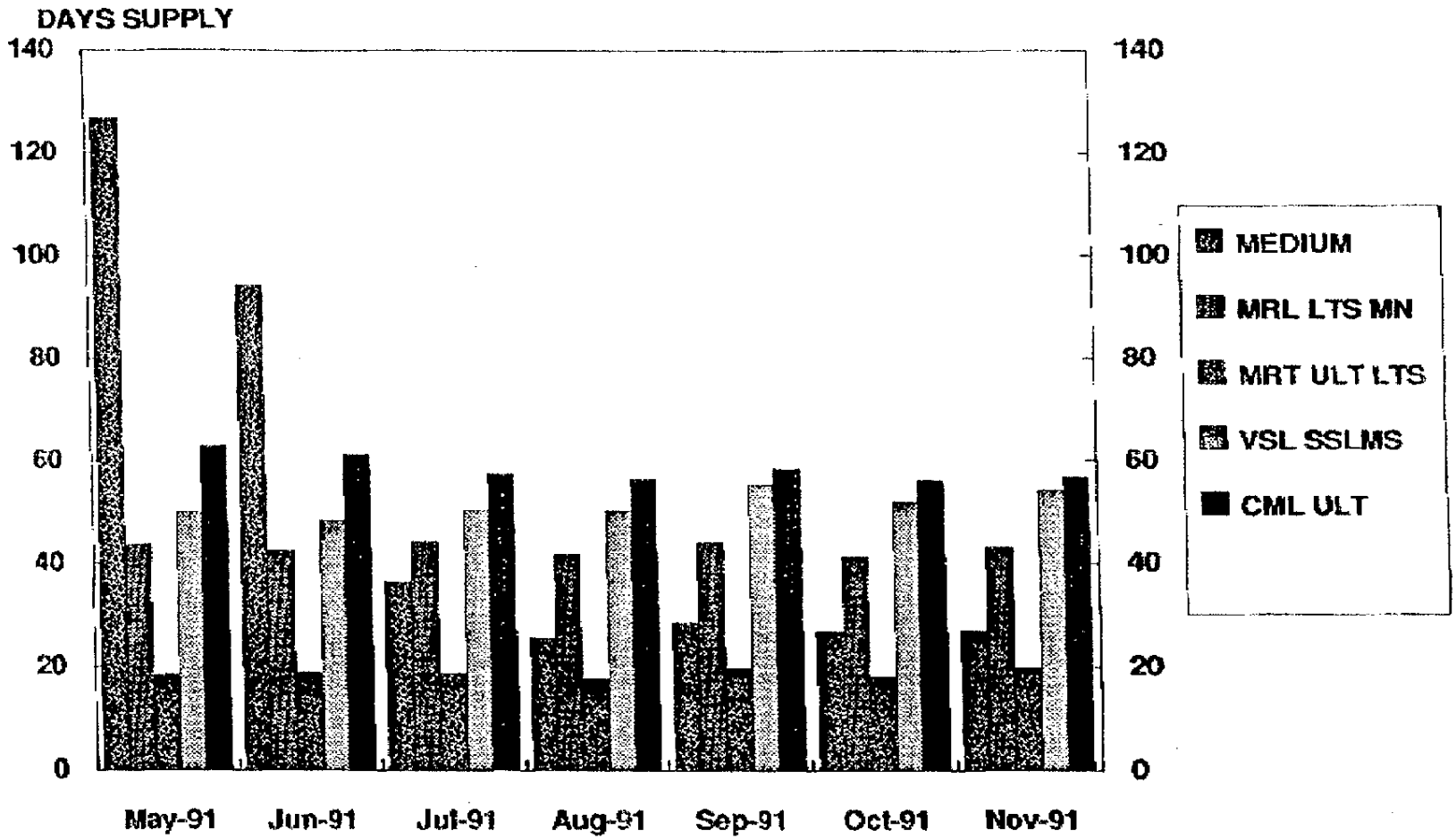
SOURCE: NEW NIELSEN

1MMODAYSSUP.CHT

20414202443

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004

MEDIUM vs. OTHER FM NATIONAL INTROS
1MM DAYS SUPPLY
TOTAL U.S.



SOURCE: NEW NIELSEN

20414202424

1MMDAYSSUP.CHT

Source: https://www.industrydocuments.ucsf.edu/docs/nxhm0004